

Annual Index ■ Volume 9 ■ 1974

Medical Marketing & Media: January — December

ARTICLES

ADVERTISING

Ethical Journal Advertising

by Rolf W. Rosenthal. May, page 11.

An important position paper on ethical pharmaceutical journal advertising. Mr. Rosenthal believes that "The differences between regular advertising and pharmaceutical advertising affect both the making of the ads and the climate and point of view in which they are seen, read and accepted."

Measuring Advertising Performance

by John L. Palshaw. July, page 17.

The role of four major types of advertising measurement — benchmark research, concept testing, pretesting, and post-testing.

The Advertising Agency, the Publisher, and the Client

by Cal J. Cowles. September, page 28.

The vice-president of marketing, pharmaceutical and consumer products division, Parke, Davis & Company, discusses the future of the pharmaceutical industry in the health care system and the role "we envision for advertising."

The Account Executive: His Role in the Creation of an Ad Campaign

by William Siegel and Robert Aledort. November, page 13.

The account executive who is doing his job crosses all boundaries and works with all services and all people. He is the director of the creative package, and he must be sure that all parts come together as planned by the client and himself.

The Aesculapius Readex Awards

November, page 40.

Modern Medicine annually honors the companies and agencies which produce ads with the highest Readex scores among physicians. This picture story included reproductions of the 1973 award-winning ads.

AUDIOVISUAL MEDIA

Electronic Publishing

January, page 11.

An *MM&M* special report on a comparatively new type of journalism — magazines on audio cassettes, or continuing

education programs on video cassettes. Some are sponsored, some are not. At any rate they are all unique, with their own special audience.

EDUCATION

Improving Health Care Through Education: the Role of the Pharmaceutical Industry

by Frederic F. Flach, M.D. August, page 13.

Dr. Flach is codirector and founder of the Life Sciences Advisory Group, an informal network of 50 eminent physicians from all specialties throughout the world. The group was established in 1972 to help meet the growing demand for continuing education for health professionals.

New Concept in Sales Training: A Response Oriented Learning System

by August A. Fink Jr., Ph.D., and Piero Melchiorri. September, page 19.

A description of the "Response Oriented Learning System (ROLS), which departs from traditional methods of teaching and puts the salesman's newly acquired knowledge on the "tip of his tongue."

CMR — Professional Obligations and Public Expectations

by Robert M. Best. October, page 19.

The story behind the conception, development, and success of the Certified Medical Representatives program, which provides a recognized professional status for the pharmaceutical representative.

FDA Guidelines for Pharmaceutical Educational Materials

by Peter H. Rheinstein, M.D., J.D. October, page 29.

Some important information for the pharmaceutical marketer from the new director of the Division of Drug Advertising, Department of Health, Education and Welfare.

Toward a Better Mousetrap

by John O. Godden, M.D., M.Sc., M.A. November, page 28.

Dr. Godden, president of Medi-Edit Limited of Canada, presents his ten commandments for sponsors of continuing

medical education programs. Planning a specific and relevant program is the first requirement for gaining the attention of the busy and often harassed physician.

GENERAL INTEREST

The Longitudinal Panel Method in Health Services Research: a Case Study

by David A. Knapp, Ph.D., and Deanne E. Knapp, Ph.D. March, page 21.

The authors found that with common sense and attention to detail, it is possible to obtain a high percentage of retention in longitudinal panel studies of health behavior.

The Paper Crisis and Printing

by Jack Drewes. March, page 30.

The paper crisis is a reality. Mr. Drewes, executive director of the raw materials and energy committee for the Printing Industries of America, Inc., recommends certain standards that might well be adopted by printers and print buyers.

EMS: a Third Force

by Eugene L. Nagel, M.D. June, page 24.

Emergency medical services are now being classified as "the third force," along with fire and police. They are necessary to prevent upwards of 100,000 unnecessary deaths in the United States each year. Dr. Nagel is a member of the National Committee for Emergency Coronary Care, an advisory group of physicians for the ACT Foundation.

Anatomy of an Illness

by Deanne E. Knapp, Ph.D., David A. Knapp, Ph.D., and Paul D. Oeltjen, Ph.D. July, page 20.

A look at the process and dynamics of illness and drug use in the United States; a follow-up study to the article on "The Longitudinal Panel Method in Health Services Research," published in the March issue of *MM&M*.

LEGISLATION

HMO Legislation

by The Honorable Ancher Nelsen. February, page 13.

A history of HMO legislation written especially by Congressman Nelsen for the readers of *MM&M*.

FDA Regulations — a Ten-Year Assessment

by William R. Pendergast, J.D. May, page 20.

Lawyer Pendergast looks back on ten years of FDA regulations to assess the successes and failures of those regulations, and to determine what improvements can be made in the future.

FDA Advertising and Labeling Regulations — Their Application to Marketing and Communications

by Harry Webster Chadduck, Esq. May, page 28.

Mr. Chadduck, formerly director, Division of Drug Adver-

tising, FDA, and now a member of the District of Columbia Bar, states that "prescription drug advertising in this country reflects far greater public responsibility than anywhere else in the world today."

MARKETING

Medical Marketing Mixture

by Robert J. DeSalvo, Ph.D. February, page 18.

A look at the trends of business combinations in the health care industry.

Purchasing Authority Delegated to the Dental Assistant

by Samuel N. Thumim. March, page 16.

The author is manager of market research for Dentsply International, Inc., a multinational company that manufactures and distributes dental and optical supplies and equipment. The survey estimates the amount of authority delegated to the dental assistant for the purchasing and ordering of supplies with regard to brand selection.

The Assimilation-Contrast Theory: an Aid to Improved Message Strategy

by Jack Robbins. April, page 30.

Mr. Robbins, a doctoral candidate in social psychology at Teachers College, Columbia University, demonstrates how the assimilation-contrast theory, when properly applied, can provide another useful tool for marketing management.

The Nurse and Drugs Administered in Hospitals

June, page 13.

A summary of a survey conducted by *The American Journal of Nursing*'s market research staff. Conclusion: nurses are involved in drug selection, and therefore are in need of particular information to aid them in administering drugs to patients. The author suggests that manufacturers make detail people more available to nurses and that package inserts and other printed material carry appropriate information on nursing implications concerning their products.

Who Sells Whom on What

by Richard M. Dudley. July, page 11.

A major new study on purchasing influences and final purchasing decisions made in United States hospitals.

The Product Manager and the Space Rep

by Alan M. Reubel. August, page 38.

Some do's and don'ts that might be of help to a new product manager.

Buying Procedures in the Clinical Laboratory Market

by Thomas J. Raffo. September, page 15.

An important new survey which concludes that supervisory personnel are the primary market in clinical laboratory product purchasing, and that salesmen need media support because of the apparent difficulty in contacting these buyers.

Introducing a New Customer: The Hospital In-Service Training and Education Director

by Robert J. Dowling. October, page 15.

The hospital in-service training and education department has grown into an influential purchasing center that health care marketers should be zeroing in on.

The Medical Market in Nigeria

by William M. McKnight. October, page 40.

The Nigerian health care industry is anxious to buy American products. It has the "money and the growth potential to represent an excellent market today as well as in the future."

How to Increase Sales by Acting Smart

by Thomas J. Sheahan. December, page 21.

Mr. Sheahan, president of the Stockton Institute, tackles the topic of sales force management "from a fresh viewpoint — that of the marketing man." The best management information system, the best marketing information system is available to everyone.

MEDIA

Media Selection from a Publisher's Point of View

by Walter H. Kemp. January, page 20.

The managing publisher of *American Family Physician* decided to "lay it on the line." Mr. Kemp states, "I need to know more about my readers than any computer can tell me . . . unless you know more about Dr. R than the AMA's computer, you don't have a snowball's chance of knowing which 'facts' are reliable and which are almost meaningless. Doctors are individuals, not IBM cards."

Update on Computerized Media Evaluation

by Samuel Davis. March, page 13.

Computerized media selection can make possible more mileage for the advertising dollar, depending on the system used, the product, and the particular advertising strategy.

Readership Influence on Readership

by Stephen P. Selinger. August, page 32.

The number of journals received per week competing for the doctor's attention is certainly not the only influence on readership, yet it appears to be an important contributing factor.

Problems of Existing Readership Measures

by Jerome Brown. September, page 24.

The author questions the validity of readership studies, and suggests a solution to the dilemma of expensive research studies that do not provide enough data to be meaningful.

PHARMACEUTICAL INDUSTRY

Can You Dispense With Pharmacists?

by Mickey C. Smith, Ph.D. June, page 28.

Dr. Smith suggests that marketing people need a much

deeper understanding of the pharmacist "as a marketing partner, marketing target, and human being."

Drug Equivalence — a Medium for Communications Between Industry and the Pharmacist

by Irwin M. Lerner. October, page 32.

Mr. Lerner discusses a subject which has generated a host of emotionally charged editorials, volumes of testimony, and scathing attacks on the profit structure of the pharmaceutical manufacturers "from the standpoint of one who has too often been ignored in the heated rhetoric — the patient."

Bioethical Pharmacology for the Dying: a New Role for the Pharmaceutical Industry

by Joseph Bernstein. November, page 24.

Mr. Bernstein, senior vice-president, scientific director, and chairman of the bioethics committee at Dean L. Burdick Associates, Inc. feels that "Everyone should be able to die calmly and at peace," and that the pharmaceutical industry should devote some thought to developing a new line of pharmacologic agents for this purpose.

PRESCRIBING/PRESCRIPTIONS

18th Annual Prescription Survey by the Albany College of Pharmacy

by Rinaldo V. DeNuzzo. April, page 13.

The annual survey revealed that average prescription prices virtually stabilized over the past three years in contradiction to the price increases occurring in almost every other segment of the American economy.

Saliency of Price in the Acceptance of a Chemically Equivalent Drug on a Prescription

by Arthur A. Nelson Jr., Ph.D., and Jean P. Gagnon, Ph.D. August, page 17.

The purpose of this study was to analyze the influence that price level and savings have on consumer's, pharmacist's, and physician's acceptance of the pharmacist in the role of product selector for multiple source prescription products.

The Game of the Name: Brand vs. Generic

by Bruce W. Wolff. September, page 39.

Author Wolff maintains that "Generic prescribing simply eliminates all consideration of excellence, pride in performance, concern for reputation, or for that matter, the simple truth that some people do certain things better than other people. All that counts is: How cheap can you get it?"

Price as a Component of Prescription Drug Advertising

by Kenneth C. Steiner, M.S., and Dewey D. Garner, Ph.D.

December, page 15.

A study designed to evaluate cost as a component of drug advertising in medical journals. Conclusion: there is an increased emphasis on the mention of drug costs in journal drug advertising.

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Update
People

The board of directors of Modern Communications to Industry, Inc., the parent company of Magazines for Industry, Inc., and GMT Medical Information Services, Inc., has elected **Marvin Toben** president and **Don Gussow** chairman and chief executive officer. Mr. Toben also now becomes president and publisher of GMT Medical, which publishes the *Journal of Legal Medicine*. Mr. Gussow will con-



Time after time!... A drug decision maker!

Research now shows 91% of nurse respondents suggest to physicians that medications be initiated or changed, and their suggestions are usually accepted.

Positioning today's nurse as substantially more involved in drug decision making than commonly believed, this same study reports that one of the biggest related problems is inadequate "nursing implications" in drug data from manufacturers.

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